

CANADIAN COURIER

Published at 181 Simcoe St., Toronto, by the Courier Press, Limited. Subscription Price: Canada and Great Britain, \$2.00 per year; postage to United States, \$1.00 per year; other foreign postage, \$2.00 per year. IMPORTANT: Changes of address should be sent two weeks before the date they are to go into effect. Both old and new addresses must be given. CANCELLATIONS: We find that most of our subscribers prefer not to have their subscriptions interrupted in case they fail to remit before expiration. While subscriptions will not be carried in arrears over an extended period, yet unless we are notified to cancel, we assume the subscriber wishes the service continued.

As Others See Us

EVEN an overpowering sense of modesty does not prevent us from giving space to an editorial on Ourselves recently printed by the British Columbian as a leader article. The reason we do is that the editor of the British Columbian so ably re-affirms and emphasizes in a practical way what we have been saying ourselves as to the aims and opportunities of the Canadian Courier. The Western editor has not so far as we know taken his cue from anything but the average contents of this paper as he sees it on his desk from week to week. But he gives expression to a real germinating idea as follows:

A Canadian Publication

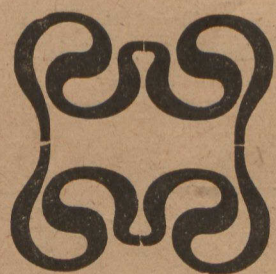
The Canadian Courier, Canada's only illustrated weekly magazine, is surely worth the money at five cents per. It costs money to publish an illustrated paper, and some more money to produce a readable weekly. And there is not the advertising support for monthlies or weeklies in Canada as in the United States. That is the reason the Courier is not equal to the Saturday Evening Post. But, however Canadians may regard the American periodical they cannot as true lovers of their country neglect the Canadian weekly, The Courier, and as five cents is a mere nothing out here in the West, the Western peoples, most of all, should gladly welcome the national

publication and see that it comes into their homes. Our young folks will see things from a truer national angle if they have such a publication as the Courier to while away their reading moments.

There is a breezy optimism about the new editor and a virile originality that appeals to a live Canadian. He is out to make the Courier different; and is bound to succeed if he gets half the support that is due him. The readers of this city and district will get their money's worth, will boost along a live Canadian publication and do a little bit to deepen national sentiment when they flip up a nickel for the Canadian Courier.

This is a fairly good follow-up to the estimate reprinted from The Editor on this page last week. That was an author's opinion. This is an editor's. Naturally the editor takes up the practical problem of advertising as the keynote of success in journalism. But if national sentiment has so much to do with circulation, as The Editor correspondent indicated last week, and quite as pointedly the editor quoted above, the advertising columns of the Canadian Courier are bound to show the results of circulation gained and kept and increased through national sentiment.

Meanwhile the press schedule of the Canadian Courier changes this week. In order to cope with our increasing circulation we are now closing up our forms on Friday of the week previous to the date of issue. This we expect will give the editor of the British Columbian a chance to get his desk copy of this paper the same week as that on the date line of the issue.



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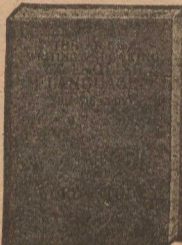


Punctuation
Business Letters
Capitalization
Pronunciation
Social Letters
Word Usage
General Faults
Etc., Etc., Etc.

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Infinitives
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Parts of Speech
Etc., Etc., Etc.

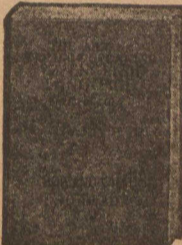
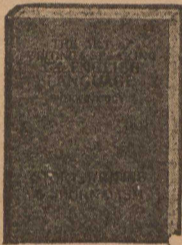


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